

Application no. 09/963,855
Amendment dated: July 6, 2004
Reply to office action dated: June 3, 2004

REMARKS

Prior to entry of the amendment, claims 26-37 and 41-46 are pending in the application. Claims 26-37 and 41-46 are subject to restriction requirement. According to the examiner, the application contains claims directed to two patentably distinct species of the claimed invention, as follows:


Species A: a system comprising a database of search listings that may not need to use a variable cost-per-click (CPC), or a variable display rank (claims 26-27 and 41-44); and

Species B: a system comprising a database of search listings that must use a variable cost-per-click (CPC), or a variable display rank (Claims 28-37 and 45-46).

Applicants hereby elect **species B**, claims 28-37 and 45-46. Claims 26-27 and 41-44 of Species A are withdrawn from prosecution.

With this response, the application is believed to be in condition for further action on the merits. Should the examiner deem a telephone conference to be of assistance in advancing the application to allowance, the examiner is invited to call the undersigned attorney at the telephone number below.

Respectfully submitted,



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